

Message Text

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FM AMEMBASSY BONN

TO SECSTATE WASHDC PRIORITY 9556

USDOC WASHDC PRIORITY

INFO USMISSION USBERLIN

AMCONSUL BREMEN

AMCONSUL DUSSELDORF

AMCONSUL FRANKFURT

AMCONSUL HAMBURG

AMCONSUL MUNICH

AMCONSUL STUTTGART

UNCLAS SECTION 01 OF 03 BONN 06458

E.O.11652: N/A

TAGS: BEXP, GW

SUBJ: FY 76 COUNTRY COMMERCIAL PROGRAM

REF: A. BONN 673; B. COMMERCE'S DRAFT CCP

L. ALTHOUGH WE ARE IN GENERAL AGREEMENT WITH THE GOALS OUTLINED IN THE DRAFT FY 76 CCP FORWARDED TO BONN BY USDOC, THERE ARE SEVERAL PROBLEMS WHICH WE WOULD WISH TO DISCUSS FURTHER WITH STATE-COMMERCE REPS. ATTENDING OUR COMMERCIAL MEETING IN MAY. THESE ARE OUTLINED BELOW:

A. TIME PHASING OF CAMPAIGNS: WE BELIEVE THIS TECHNIQUE IS UNNECESSARY AND CUMBERSOME WITHIN THE CONTEXT OF OUR COMMERCIAL PROGRAM IN GERMANY. COORDINATION OF THE COMMERCIAL ACTIVITIES OF SEVEN POSTS, SOME OF WHICH HAVE LARGER COMMERCIAL RESPONSIBILITIES THAN MANY EMBASSIES, IS A DIFFICULT AND TIME CONSUMING TASK UNDER THE BEST OF CIRCUMSTANCES. THESE COORDINATIVE PROBLEMS WOULD BE COMPOUNDED BY ENDEAVORING TO

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ASSURE THAT ALL THE POSTS' COMMERCIAL ACTIVITIES ARE

LOCK-STEPPED TO ACHIEVE QUARTERLY GOALS, AND WOULD BE FURTHER COMPLICATED BY THE NEED FOR QUARTERLY COMPREHENSIVE REPORTING BY THE SEVEN POSTS TO BONN. FURTHERMORE, WE SEE NO PARTICULAR ADVANTAGE TO BE GAINED FROM SUCH TIME PHASING. EXPERIENCE WITH THE PRESENT CCP HAS SHOWN THAT THE POSTS IN GERMANY ARE CAPABLE OF ACHIEVING THE CCP GOALS OVER WHICH THEY HAVE CONTROL ON THE BASIS OF ANNUAL TARGETS. WE THEREFORE STRONGLY URGE THAT THE CCP FOR GERMANY BE SIMPLIFIED BY ELIMINATING THE TIME PHASING OF PROJECTS AND PROVIDING ANNUAL GOALS ONLY. BONN, TOGETHER WITH THE SEVEN OTHER POSTS IN GERMANY WILL, OF COURSE, ASSUME FULL RESPONSIBILITY FOR ASSURING THAT ANY DEADLINES IMPLICIT IN THESE GOALS, E.G. FOR KEY PROSPECT CALLS AND OTHER ACTIVITIES IN SUPPORT OF TRADE CENTER SHOWS AND FAIRS, ARE CARRIED OUT ON A TIMELY BASIS AS THEY HAVE BEEN IN THE PAST.

B. QUARTERLY REPORTING: ALTHOUGH WE APPRECIATE WASHINGTON'S EFFORTS TO SIMPLIFY CCP REPORTING BY CONFINING PROGRESS REPORTS TO SIGNIFICANT OVER- OR UNDER-ACHIEVEMENT OF SPECIFIC TARGETS, WE BELIEVE THAT SEMI-ANNUAL REPORTING OF CCP PROGRESS IS SUFFICIENT. WE BASE OUR BELIEF ON THE EXPERIENCE WITH THE PRESENT CCP WHERE TRIANNUAL REPORTING HAS PROVEN TO BE MORE THAN SUFFICIENT TO INDICATE ANY SIGNIFICANT SHORTFALLS. IF A QUARTERLY REPORTING SYSTEM IS INSTITUTED, THE ADDITIONAL PAPERWORK AND ADMINISTRATIVE BURDEN ON ALL OF THE POSTS IN GERMANY WOULD BE SUBSTANTIAL AND COUNTER PRODUCTIVE IN SO FAR AS OUR COMMERCIAL ACTIVITIES ARE CONCERNED. IT WOULD MEAN THAT POSTS WOULD HAVE TO REPORT TO BONN THEIR CCP ACCOMPLISHMENTS IN TOTAL (NOT MERELY BY EXCEPTION) TO ENABLE US TO COMPILE THIS INFORMATION ON A COUNTRY-WIDE BASIS TO BE ABLE TO REPORT BY EXCEPTION TO WASHINGTON EVERY TWELVE WEEKS. WE STRONGLY URGE, THEREFORE, THAT A SEMI-ANNUAL CCP PROGRESS REPORT BY EXCEPTION BE ADOPTED FOR GERMANY.

C. THE FORMAT OF THE DRAFT CCP DOES NOT READILY UNCLASSIFIED

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LEND ITSELF TO DETERMINING WHICH PROMOTIONAL EVENTS WILL BE COVERED BY THE VARIOUS CAMPAIGNS. SOMETIMES THESE EVENTS ARE LISTED IN THE SUMMARY OF PROGRAM ACTIVITIES, SOMETIMES IN THE CAMPAIGN WORKSHEET, AND SOMETIMES NOT AT ALL. WE RECOMMEND A LIST OF FTC AND OTHER EVENTS IN THE SUMMARY INDICATING UNDER WHICH CAMPAIGNS THEY WILL BE SUPPORTED AND PROMOTED.

D. WE REQUEST EXPLANATION OF THE TERM
"SALES LEADS",

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TO SECSTATE WASHDC PRIORITY 9557

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E. PER YOUR INSTRUCTIONS, WE ARE INCLUDING ALL
STATE FUNDED ECON/COMMERCIAL PERSONNEL IN OUR LIST
OF PERSON-RESOURCES, AND WE ARE ASSUMING THAT ALL
THOSE SPEND 220 PERSON-DAYS PER YEAR ON ECON/COMMERCIAL
WORK (EXCEPT AS NOTED IN ITEMS 4.16 AND 4.17 OF THE
DRAFT CCP). WE ARE ALSO ASSUMING THAT FINANCIAL
RESOURCES AVAILABLE TO CARRY OUT THE FY 76 CCP WILL
BE ROUGHLY EQUAL TO THOSE AVAILABLE IN FY 75, AND WE
WILL TAILOR OUR ACTIVITIES ACCORDINGLY.

F. THE OVERVIEW SECTION WILL BE REWRITTEN TO
REFLECT MORE ACCURATELY OUR VIEW OF THE GERMAN MARKET.

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2. COMMENTS ON CAMPAIGNS:

A. ELECTRONICS:
CAMPAIGN COULD ALSO INCLUDE
MICROWAVE INSTRUMENTATION AND EQUIPMENT IF THIS
SHOW IS NOT INCLUDED IN THE COMPUTER CAMPAIGN.

B. COMPUTERS AND RELATED EQUIPMENT: SINCE WE
ARE ASKED TO SUPPORT THE DATA COMMUNICATIONS SHOW AT
PARIS TRADE CENTER, IT WOULD SEEM EQUALLY LOGICAL TO
INCLUDE THE MICROWAVE EQUIPMENT SHOW AT FTC. THE
DATA ACQUISITION SHOW AT FTC SHOULD ALSO BE INCLUDED
HERE.

C. CONSUMER GOODS: WILL REQUIRE CONSIDERABLE
REWRITING SINCE, INTER ALIA, NUMBER OF PROJECTED
TOS TOO HIGH, WE ARE UNAWARE OF A BICENTENNIAL PLAN
FOR CONSUMER GOODS, AND WE CANNOT HONESTLY COMMIT
OURSELVES TO ORGANIZING 40 GERMAN BUYERS TO VISIT
US TRADE FAIRS OR NYC BUYING HOUSES.

D. AVIONICS AND AVIATION SUPPORT EQUIPMENT:
WHILE WE AGREE THAT WE SHOULD CONTINUE TO PROMOTE SALES
IN THIS AREA, WE DO NOT BELIEVE, ON FURTHER REFLECTION,
THAT THIS SECTOR HAS ENOUGH MEAT IN IT TO WARRANT A
CAMPAIGN OF ITS OWN. THE HANNOVER AIR SHOW, WHICH
IS THE ONLY EVENT MENTIONED IN YOUR DRAFT, IS A
MARGINAL FAIR AT BEST, AND OUR SUPPORT OF NTM FIRMS
THERE, IF ANY, CAN BE HANDLED IN THE COURSE OF OUR
NON-PROJECT ACTIVITIES.

E. HEALTH CARE INDUSTRIES: THE ONLY EVENT NOTED
IN YOUR DRAFT FOR THIS CAMPAIGN IS THE FTC LABORATORY
INSTRUMENTS SHOW, WHICH IS ALREADY INCLUDED IN THE
INSTRUMENTATION CAMPAIGN. WE WOULD PREFER TO DELETE
HEALTH CARE INDUSTRIES AS A CAMPAIGN SO THAT WE CAN
DEVOTE A GREATER EFFORT TO THE INSTRUMENTATION
CAMPAIGN. WE CAN PICK UP HEALTH CARE INDUSTRIES AGAIN
IN L977, IF FEASIBLE.

F. REVERSE INVESTMENT: AMERICAN CHAMBER OF
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COMMERCE DOES NOT INTEND TO HOLD ANY INVEST IN USA
SEMINARS DURING FY 76, NECESSITATING REWRITING OF
THIS CAMPAIGN.

3. OTHER ACTIVITIES:

A. TRADE PROMOTION EVENT SUPPORT: NOT CLEAR
WHAT THE NUMBER L4 REFERS TO. FROM OUR INFORMATION,
IT APPEARS THAT ONLY TWO FTC SHOWS NOW SCHEDULED FOR
FY 76, INDUSTRIAL SECURITY AND DESIGN ENGINEERING,
ARE NOT INCLUDED IN CAMPAIGNS OUTLINED IN DRAFT CCP
AS AMENDED BY THIS MESSAGE.

B. TRADE POLICY: SHOULD READ "TRADE AND
ECONOMIC POLICY" TO REFLECT MORE FULLY THE TOTALITY
OF EC SECTION ACTIVITY.

C. CONSUMER GOODS REPORT: DELETE. SHOULD BE
PART OF CONSUMER GOODS CAMPAIGN.

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D. FOREIGN BUYERS PROGRAM: DELETE SINCE IT IS COVERED BY CONSUMER GOODS AND TRAVEL USA CAMPAIGNS.

E. CERP AND CERP ALERT: COMBINE ALL REPORTING SINCE THERE IS NO SYSTEM FOR ACCURATELY COUNTING CERP ALERT REPORTS WHICH ARE FREQUENTLY NOT IDENTIFIED AS SUCH. A SINGLE ENTRY COVERING ALL REPORTING WOULD MAKE BETTER SENSE AND FACILITATE CCP PREPARATION.

F. AGRICULTURE PROMOTION: SINCE AGRICULTURE PERSONNEL ARE NOT INCLUDED IN PERSON/DAY TOTALS, THIS ITEM SHOULD BE ELIMINATED.

G. INVESTMENT PROMOTION AND FACILITATION: WE ASSUME THAT THIS EXCLUDES INVEST IN USA. SINCE WE ARE NOT PROMOTING US INVESTMENT IN THE FRG AND EXPEND FEW RESOURCES ON THIS ACTIVITY, WE SUGGEST ELIMINATION UNCLASSIFIED

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OF THIS ITEM.

H. BUSINESS SERVICES: SHOULD BE ELIMINATED TO AVOID DOUBLE COUNTING, SINCE MOST BUSINESS SERVICES ARE IN CONNECTION WITH WTDR, ADS, FTI, MAJOR PROJECTS AND TRADE OPPORTUNITY ACTIVITIES.

I. PERSONNEL TRAINING: ELIMINATE. ALL OF OUR TRAINING IS "ON THE JOB" AND CANNOT BE BROKEN OUT FROM OTHER ACTIVITIES.

J. MONITORING PUBLICATIONS: ELIMINATE. THIS ACTIVITY CANNOT BE TREATED AS A DISCRETE ITEM SINCE IT IS PART OF OTHER BUSINESS ACTIVITIES.

K. EXIM BANK: ELIMINATE. NOT A DISCRETE ACTIVITY.

L. VISIT USA: ELIMINATE. INCLUDED IN CAMPAIGNS.

M. FTI: ELIMINATE. MOST UPDATING OF FTI TAKES PLACE AUTOMATICALLY THROUGH SUBMISSION OF NEW PIRS AND WTDRS. SCREENING OF OVER 3,000 ENTRIES IN THE FTI IMPRACTICAL

4. EMBASSY ACTION GROUP: GIVEN THE DECENTRALIZED NATURE OF COMMERCIAL OPERATIONS IN THE FRG, THE NAME OF THIS ORGANIZATION SHOULD BE CHANGED TO FRG COMMERCIAL ACTION GROUP. IN ADDITION TO THOSE NAMED IN THE DRAFT, MEMBERS SHOULD INCLUDE THE DIRECTOR OF THE US TRAVEL SERVICE AND THE PRINCIPAL ECON/COMMERCIAL OFFICER FROM EACH GERMAN POST. FUNDS TO ENABLE THIS GROUP TO MEET AT LEAST TWICE A YEAR TO REVIEW CCP PROGRESS WILL BE IN THE CCP. WE DO NOT BELIEVE IT IS NECESSARY OR FINANCIALLY POSSIBLE FOR THE GROUP TO MEET QUARTERLY, BUT WE ARE ESTABLISHING A STEERING COMMITTEE OF THAT GROUP CONSISTING OF THOSE LISTED IN THE DRAFT WHICH WILL MEET QUARTERLY.

5. ACTION REQUESTED: YOUR EARLY RESPONSE TO THE CHANGES IN THE FY 76 CCP OUTLINED ABOVE WOULD BE APPRECIATED.
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STATE-COMMERCE TEAM ATTENDING OUR COMMERCIAL MEETING IN MAY SHOULD HAVE AUTHORITY TO NEGOTIATE AND APPROVE CHANGES AT THIS MEETING.
HILLENBRAND

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